

Clear benefits in sustainable travel

Clear Insurance Management Ltd is an insurance and wealth management business based in Kingston upon Thames. Through the Enterprise 'A New Way to Work' initiative, a free scheme that offers London based small to medium sized business free travel planning advice and support, Clear has achieved an improved work-life balance for its staff and demonstrated its commitment to sustainable business practice. So what is Enterprise and why should other businesses get involved?

"When we first went down the 'green' route we were going into new territory;" explains Clear Insurance Director Denis Norgan. Clear's expert travel advisor conducted a thorough site audit and survey of staff to develop the travel plan, and Enterprise provided marketing and merchandise to help them implement the plan.

Clear was also able to make improvements to its facilities thanks to match funding offered by Enterprise. Norgan explains; "we installed showers as recommended so that staff cycling into work could shower on their arrival. We also implemented cycle racks so that staff felt comfortable leaving their cycles outside, and took advantage of cycling courses for those staff who felt they needed to be more confident in their cycling ability. We now have more staff cycling to work."



Norgan believes Enterprise has had a real impact on staff wellbeing; "Besides encouraging more staff to cycle to work, the implementation of these steps has also encouraged staff to take responsibility for their fitness. Several now go jogging at lunch time and we are about to introduce after work exercise classes."

Norgan is impressed with the benefits delivered by Enterprise; "The financial support provided enabled us to start down the green route but clearly has had additional benefits as well."



To find out how Enterprise can transform your business contact us:

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